

**ARTICLE 11: SIGN STANDARDS.**

Signs are permitted throughout the Town according to these sign regulations. Some signs are allowed without a permit (see Section 11.4 below). General sign requirements are set forth in Section 11.6 below. Details about construction and location of specific types of signs are set forth in Section 11.7 below. A master sign plan is required for any multi-tenant site (shopping center, office, etc.) or nonresidential subdivision (see 11.12 below).

**Section 11.1: Purpose and Intent**

These sign regulations are intended to:

- 11.1.1. Encourage the effective use of signs as a means of communication for businesses, organizations and individuals in the Town of Rolesville;
- 11.1.2. To improve pedestrian and traffic safety through the effective use of signs for way-finding in Rolesville by establishing minimum standards for visibility and legibility of signs;
- 11.1.3. Require that all signs that, because of their location, are within the view of drivers in active traffic, meet minimum standards of visibility, legibility and conspicuity standards, and to differentiate these signs from those signs that are not within the view of drivers in active traffic but that may provide information to them while they remain in their cars but out of active traffic;
- 11.1.4. Maintain and enhance the aesthetics of Rolesville and preserve Rolesville as a community that is attractive to business;
- 11.1.5. Minimize the possible adverse effects of signs on nearby public and private property; and
- 11.1.6. Implement the provisions of the Comprehensive Plan, as updated from time to time.

**Section 11.2: Sign Definitions and Regulations**

For purposes of this ordinance, a "sign" is any temporary or permanent identification, description, animation, illustration, or device, illuminated or non-illuminated, which is visible from any public right-of-way and which directs attention to any realty, product, service, place, activity, person, institution, performance, commodity, firm, business or solicitation, including any permanently, but not limited to installed or situated merchandise or any emblem, painting, banner, poster, bulletin board, pennant, placard or temporary sign designed to identify or convey information.

Height, number and size of signs. Unless otherwise provided, the total surface area of all signs on any lot shall not exceed the limitations set forth in this section, and all signs, except temporary signs and those excluded from regulation under this section shall be included in this calculation. All permanent signs shall comply with Section 3107 of the North Carolina Building Code, and in the event that the requirements and standards set forth therein conflict with the requirements and standards of this ordinance, the more restrictive shall apply.

**Section 11.3: Prohibited Signs**

The following signs are prohibited in all zoning districts.

- 11.3.1. Any non-governmental sign which by its location, shape, size, message, color or operation would tend to obstruct the view of or be confused with official traffic or railroad signs, signals or devices or other signs erected by governmental agencies;

- 11.3.2. Any sign which, at its proposed location, would interfere with the view necessary for motorists, bicyclists or pedestrians to proceed safely through intersections or to enter onto or exit from public streets or private roads or driveways;
- 11.3.3. Any sign, subject to Section 11.4.1. below, placed or shaped so as to interfere with or obstruct any door, fire escape, stairway, walkway, opening intended to provide light, air, ingress or egress for any building or with vehicular movement on public streets or drives;
- 11.3.4. Any sign, or portion thereof, which, to attract attention, moves, rotates, flutters or appears to move in any way, whether by natural, electrical or mechanical means, including banners, flags, propellers and similar devices except as permitted in this Article 11;
- 11.3.5. Any sign which contains or is illuminated by flashing or intermittent lights, lights of changing degrees of intensity, or rotating lights, except signs indicating time and/or temperature or electronic message signs as regulated in Sections 11.9.2.e and 11.9.2.h;
- 11.3.6. Portable signs, including any sign displayed on or painted on vehicles or trailers used primarily for the purpose of attracting attention, except signs painted or permanently attached to a commercial vehicle shall be allowed provided:
- a. The vehicle is road worthy and is regularly used as part of the business operation;
  - b. The vehicle displays a current license that is registered to said vehicle and;
  - c. The vehicle is current with any required North Carolina inspection.

**Note. The intent of Section 11.3.6 above is to prohibit the use of commercial vehicles that are used strictly for signage purposes in cases where there is no regular use of the vehicle in the business operation (i.e. the vehicle is not operable and is parked in one location and is not moved on any regular basis). Commercial vehicles that are regularly used as part of business are not restricted under this section.**

- 11.3.7 Any commercial sign not located on the premises for which it advertises, except as specifically permitted in Sections 11.9.1.e, 11.9.2.b, 11.13 and 11.14;
- 11.3.8 Any temporary sign or banner, except as specifically permitted in Sections 11.4.15 and 11.9.1.
- 11.3.9 Any sign or portion thereof placed into or overhanging any right-of-way, except as specifically permitted herein.
- 11.3.10 Any sign extending above or placed upon any roof surface except as provided in paragraph 11.8.1 of this section.
- 11.3.11 Any windblown sign, including but not limited to wind tubes and blimps, excluding flags, pennants, feather signs, and banners permitted under 11.4.15 and 11.9.1.

#### **Section 11.4: Signs Allowed Without a Permit**

The following signs may be erected and maintained in all districts without a permit.

- 11.4.1. Directional real estate signs no more than four square feet in size and posted only from Friday at 6:00 p.m. until Sunday at 8:00 p.m. Such signs shall be located no less than ten (10) feet from the back of curb, and shall not interfere with clear sight triangles at driveways or intersections.

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- 11.4.2. Signs on interior window glass, regardless of number, size or coverage. Signs on glass doors are limited to 30 percent coverage of the glass area and enough clear area shall be maintained to allow adequate vision to ensure safe use of the doors by people of all sizes;
- 11.4.3. Un-illuminated temporary signs which advertise the sale, rental or lease of the premises upon which the sign is located, limited to six (6) square feet in total area for residential uses, and 32 square feet in total area for commercial or industrial properties. Any such sign shall not be placed within any right-of-way or situated so as to interfere with sight distance, shall be limited to one sign per street frontage and six (6) feet in height and shall be removed within ten days of the sale, lease or rental of the property advertised or within ten days of the date the sold sign is added or affixed;
- 11.4.4. Signs directing and guiding traffic on private property that do not exceed two square feet in surface area or two feet in height and that bear no advertising matter;
- 11.4.5. Signs and displays, including lighting erected in connection with the observance of holidays. Such signs shall be removed within ten days following the holiday;
- 11.4.6. Changes in the moveable lettering of any permitted signs;
- 11.4.7. Signs advertising a special event such as a fair, carnival, circus, fish fry, garage sale or other similar happening provided the following conditions are met:
- a. Signs are not erected more than two (2) weeks before the event, and shall be removed not later than three days after the event.
  - b. Signs shall be placed no closer than ten (10) feet back from the curb line or edge of pavement.
  - c. Signs shall not be placed on any existing official governmental signs, including legal notices, identification and informational signs and traffic, directional or regulatory signs.
  - d. Signs shall not be placed on any utility poles, trees on public right-of- way, or street medians.
  - e. Signs shall not exceed three (3) feet in height and nine (9) square feet in total area.
- 11.4.8. Political signs erected in connection with elections or political campaigns are permitted under the following conditions:
- a. Political signs in the vicinity of a polling place for a period not exceeding 24 hours preceding the opening of the local polls; such signs shall be removed within 24 hours following the closing of local polls.
  - b. All political signs shall be removed from the public street right-of-way within seven days after the election day. A political sign shall not be permitted in a sight distance triangle, or any other location that obstructs views necessary for safe vehicular traffic.
  - c. Except as noted in a. above, political signs shall not be erected or posted until the candidate filing deadline date for the applicable national, state, or local office, including primary elections. All political signs shall be removed from the public street right-of-way within seven (7) days after the election day.
  - d. Signs shall be placed no closer than ten (10) feet off the curb or ditch.
  - e. Signs shall not be placed on any utility poles, tree on public property (including public rights-of-way), or in any street median.
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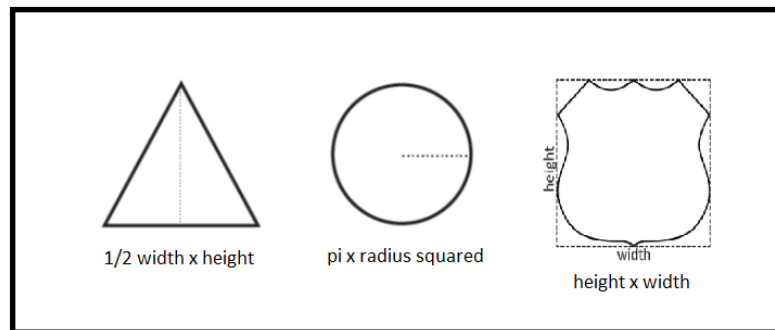
- f. No sign shall exceed 32 square feet in total area or more than eight feet in height.
  - g. Such signs on private property shall conform to this section.
- 11.4.9. Uses selling gasoline are allowed the following signs:
- a. Price, self-service and/or credit card signs located at and secured to each pump island and not exceeding nine (9) square feet in aggregate per pump island or one (1) square foot per side per pump. Such signs may employ LED illuminated text displays, without issuance of a special use permit.
  - b. Brand name, grade of gasoline and informational signage directly related to the gasoline being dispensed (i.e. pump usage directions, safety cut-off, etc.) not exceeding nine (9) square feet in aggregate per pump island or one (1) square foot per side per pump.
- 11.4.10. One North Carolina automobile inspections sign located on the building or on a permitted freestanding sign, and not exceeding ten square feet.
- 11.4.11. Signs sponsored by government, school, recreational or civic clubs providing rules for the use of developments and sites, such as a pool, or schedules, are permitted on the same site as the organization or use, limited to sixteen (16) square feet per side, 32 square feet in aggregate area.
- 11.4.12. Signs on residential structures, premises or mailboxes giving the names and/or address of the occupants. In addition, thereto, no more than two (2) signs posted on property relating to private parking or warning the public against trespassing or danger from animals, provided any such sign shall not exceed two square feet in area.
- 11.4.13. Signs erected by, on behalf of, or pursuant to the authorization of a governmental body, including legal notices, identification, safety and informational signs, and traffic, directional, and regulatory signs.
- 11.4.14. Official signs of a noncommercial nature erected by public utilities, such as signs denoting the location of underground utilities.
- 11.4.15. Flags, pennants, banners or insignia of any governmental, civic or non-profit organization when not displayed in connection with a commercial venture or an advertising device and when located on the same site as the organization provided the maximum height for such does not exceed 30 feet or the height of the tallest principal building on the site whichever is greater; and the maximum size of such flag, pennant, or insignia does not exceed 32 square feet.
- 11.4.16. Signs proclaiming religious, political, or other noncommercial messages that do not exceed one (1) per abutting street and sixteen (16) square feet in area and that are not internally illuminated.
- 11.4.17. Memorial sign, tablets, name of building and date of construction signs that are cut into a masonry surface or cast of metal affixed flat against a surface.
- 11.4.18. Off-premise directional signs for churches, schools, meeting halls, civic hall or any other civic properties, provided that such sign is setback at least ten (10) feet from the right-of-way and does not exceed twelve (12) square feet in sign area and four (4) feet in height.
- 11.4.19. Signs on racks for orderly display of engine oil, tires and other automotive accessories, provided the signs do not exceed length of rack and are accessory to a service station. Please note that sign or canopy over gas filling tanks are treated as wall signs.

- 11.4.20 Newspaper names on newspaper tubes, vending machine signs painted or mounted on the machine related to the products in the machine; signs on bank automatic teller machine (ATM); and book depository signs and No Vacancy signs;
- 11.4.21 House numbers and related residential address text, provided that the text character height is no less than 4 inches or greater than 12 inches.

### Section 11.5: Computation

#### 11.5.1. Sign area.

- a. **Area to be included.** The area of a sign shall include all lettering, wording, designs and symbols, together with the background, whether open or enclosed, on which they are displayed. The supporting structure or bracing of a sign shall be omitted in measuring the area of the sign unless such structure or bracing is made part of the message or face of the sign. If the area to be included is that of an ordinary geometric shape the area of which is determined by a simple equation, then the sign area shall be calculated by use of such simple equation. For example, if the area to be included is a circle, then the sign area shall be calculated by **area =  $\pi r^2$** . For the purposes of calculating the sign area of a circle,  **$\pi$  (pi) = 3.14**.



- b. **Signs attached to walls.** Where a sign consists of individual letters, words or symbols attached to a surface, building, canopy, awning, wall or window, the sign area shall be the area of the smallest rectangle which completely encompasses all such letters, words or symbols and any accompanying background of a color different than the natural color of the wall.
- c. **Gas sales or convenience store with gas sales.** The registered trademark of the brand of gas sold shall not be considered in the number of wall signs allowed, but the area of such trademarks shall be included in the maximum sign area permitted by lot.
- 11.5.2. **Computation of height.** The height of a sign shall be computed as the distance from the base of the sign at a computed grade to the top of the highest attached component of the sign. The computed grade shall be the elevation of the nearest point of the crown of a public street or the grade of the land at the principal entrance to the principal structure on the lot, whichever is lower.

### Section 11.6: Schedule of General Sign Requirement

Zoning District	Sign Type	Maximum Sign Area Per Lot	Maximum Signs	Maximum Height
<b>Residential Zones:</b>  All Residential Districts (R-40W, R-80W, R-IS, R-I, R-ID, R-II, R-IID, R&PUD, UMH, R-MH)	Freestanding: Residential Use Other Permissible Use	4 square feet 32 square feet	1	4 feet
	Wall: Churches, schools, or other residential uses permitted in all residential zones	24 square feet	1	N/A
	Residential Entrance Signs	See Section 11.9.2.a	See Section 11.9.2.a	
<b>Business Districts:</b>  All Business Districts (O&P, C, C-O, C-W, I, I-W)	Freestanding:	80 square feet	1 per street frontage, 2 maximum	12 feet
	Wall: Building up to 100,000 square feet floor area	Greater of 60 square feet or 10% of frontage wall area	3	N/A
	Wall: Building over 100,000 square feet	Greater of 60 square feet or 7% of frontage wall area	4	N/A

**Section 11.7: General Sign Location and Construction Standards**

The following regulations shall apply to signs in all districts.

- 11.7.1. **Not in right-of-way.** No sign or portion thereof may be placed into or overhang any right-of-way, except as permitted by an encroachment agreement executed by the governmental authority having control of such right-of-way.
- 11.7.2. **Sign located substantially below street.** Where a business is located substantially below the elevation of the street (as determined by the Planning Director) such that the allowable maximum sign height creates unreasonable hardship in terms of limited visibility, an exception to the usual maximum height requirements may be granted by the Planning Director through the sign permit process. This exception shall allow only for the minimum height beyond that normally granted necessary to provide reasonable visibility for the sign from the street upon which the business fronts having the highest traffic count. (Unless conflicting with other provisions of this UDO, the sign shall be located at the point on the site along said frontage at which reasonable visibility from said street is first achieved within the allowable maximum height.) Regardless of location, and in no case after making this exception shall the sign be allowed at a height above said street which exceeds the maximum permitted height in this section.
- 11.7.3. **Sign materials.** All materials used for permanent signs shall be those that, as determined by the Planning Director, maintain their original appearance well over a long period of time. Examples of materials which do not endure include particle board and plywood. Additionally, the external painting of signs using methods that are not durable are not allowed. Enamels must be baked on so as to help retain a new look, and proper sealing from the weather is required. All signs should be fully encased or skirted at a minimum width that is one-half of the width of the sign face so as to present an appearance of pillars or other substantial supports.
- 11.7.4. **Sign lighting.** Illumination of signs is allowed in accordance with the following provisions:
- a. Lighting directed toward a sign shall be shielded so that it illuminates only the face of the sign and does not shine directly into a public right-of-way or residential premises.
  - b. All lighted signs shall comply with state and local building and electrical codes, and shall bear the label of Underwriters Laboratories, Inc., or equivalent. All wiring to freestanding signs or to associated lighting equipment shall be underground, unless it is impracticable to do so.
  - c. Poles and other supporting structures shall not be internally illuminated.
  - d. All electronic message signs and Digital Billboards (or Smartboards) shall have automatic dimming capabilities that adjust the brightness according to the ambient light at all times of day and night. The light produced by such signs shall not exceed 0.3 footcandles over ambient light.
- 11.7.5. **Changeable copy.** A changeable copy or marquee sign shall be erected only in combination with an identification sign and shall be included in the computation of sign area.

**Section 11.8: Sign Standards by Sign Type****11.8.1. Wall signs.**

- a. No sign may project more than eighteen (18) inches from the building wall.
- b. No wall sign shall project above the roofline, except for parapet walls.
- c. A sign may extend down from a roof or porch or walkway overhang not more than eighteen (18) inches (to the bottom of the sign), provided however that a minimum clearance of seven (7) feet between the bottom of the sign and the walking surface shall be maintained.
- d. Displays on roofs of residential structures erected in connection with holiday observance are not included in this prohibition.
- e. Roof surfaces constructed at an angle of 75 degrees or more from horizontal shall be regarded as wall space for the purposes of this section.

**11.8.2. Free standing signs.**

- a. Freestanding signs shall be securely fastened to the ground so that there is virtually no danger that the sign may be moved by wind or other forces of nature and cause injury to persons or property. All applications for a freestanding sign permit shall be accompanied by an engineer's sealed footing drawing and calculations testifying to the ability of the sign to withstand 100 mile-per-hour winds.
- b. No freestanding sign shall encroach into any right-of-way, except as permitted by an encroachment agreement executed by the governmental authority having control of such right-of-way.
- c. All freestanding signs (including multi-tenant signs) shall be located so as to produce an aesthetically pleasing separation (as determined by the Planning Director) between such signs along road frontages. Where possible, the distance should be at least 30 feet.
- d. The base of every permanent freestanding sign that requires a sign permit shall be landscaped. The size of the planted landscape area (except for off-premises signs regulated by Section 11.14 below) shall be determined by multiplying the height of the sign (measured from the ground to the upper most part of the sign or structure) by the width of the sign (widest dimension), divided by two, but in no case shall the planted area be less than 50 square feet, unless restricted by the amount or size of land upon which the sign is situated that is owned or controlled by the applicant. The planted landscape area shall contain materials such as, but not limited to: vegetative ground covers, perennials, shrubs, ornamental trees and mulch, but excluding paving and artificial plant materials. A sketch plan of the landscaped area with the name, quantity and spacing of plants shall be presented to the Planning Director as part of applying for sign permit.
- e. Poles and other supporting structures shall not be internally illuminated.

**11.8.3. Multi-tenant signs.**

- a. All multi-tenant signs, including but not limited to shopping center identification signs, multiple business signs, directory signs and all wall signs, shall meet the standards in the following table.



Multi-Tenant Sign Type	Maximum Sign Area	Maximum Number	Maximum Height
<b>Freestanding Project Signs:</b> Development up to 100,000 square feet	100 square feet	1 per street front, 2 maximum	10 feet
Development over 100,000 square feet	120 square feet	2 per street frontage, 3 maximum	15 feet
<b>On-Premise Directional signs:</b> Development up to 100,000 square feet	20 square feet	1 per entrance or internal intersection, 2 maximum	5 feet monument only
Development over 100,000 square feet	20 square feet	1 per entrance or internal intersection, 3 maximum	5 feet, monument only
<b>Wall: (including canopy face)</b> Development up to 100,000 square feet	Greater of 60 square feet or 10% of frontage wall area	1 per business frontage & 1 per public street, max. of 3	No signs above roofline
Development over 100,000 square feet	Greater of 60 square feet or 7% of frontage wall area	1 per business frontage & 1 per public street, max. of 3	No signs above roofline
For 100,000 square foot major individual tenant in a shopping center	Greater of 60 square feet or 7% of business frontage wall area	1 per business frontage & 1 per public street, max. of 4	No signs above roofline
<b>Canopy Underhang:</b> Projects of any size	4 square feet	1 per business	Bottom of sign maximum 18 inches below bottom of canopy face

**Note: All freestanding signs in multi-tenant developments shall be located so as to produce an aesthetically pleasing separation as determined by the Planning Director between such signs along road frontages. Where possible the separation should be 300 feet between freestanding project signs and 100 feet between outparcel freestanding signs.**

- b. Multi-tenant sign standards. All multi-tenant signs, including but not limited to shopping center identification signs, multiple business signs, directory signs and all wall signs, shall conform to the following criteria and standards. (Wall signs and freestanding signs on existing outparcels, regardless of the number of businesses on those parcels, are not required to meet the following criteria and standards, but are encouraged to do so to better achieve the purpose stated above.)

Criteria and Standards for Multi-Tenant Signs		
Criteria	Wall Signs	Freestanding Signs
Locations	Uniform vertical and horizontal positions on storefront	N/A
Type	Similar style encouraged; logos allowed; maximum of 2 lines per sign	N/A
Materials	Uniform; compliment building façade materials	
Colors	Same 3 matching colors (maximum) on each sign encouraged; pattern or scheme required. Garish schemes not allowed.	
Illumination	Signs may be illuminated or not, but all illumination must be the same type and intensity of light	
Poles	N/A	One pole preferred for signs other than multi-business signs. Minimum skirt width of 4 feet for single pole. Maximum of 2 poles per sign. Poles may not be illuminated.

#### 11.8.4. Nonresidential subdivision signs.

Nonresidential subdivision signs shall meet the standards in the following table:

Sign Type	Maximum Sign Area	Maximum Signs	Maximum Height
<b>Freestanding:</b> Subdivision identification or a freestanding multi-tenant sign (monument sign preferred)	72 square feet	1 per exterior road frontage, 2 maximum	12 feet for pole sign with minimum 7-foot wide base, 8 feet for monument
Monument Signs for individual parcels and lease lots	60 square feet	1 per parcel or lease lot	6 feet
<b>Wall:</b> Including canopy face	Greater of 60 square feet or 10% of frontage wall area	1 per business frontage and one per public street, 3 maximum	N/A
Canopy Sign:	4 square feet	1 per business	Bottom of sign maximum 18 inches below bottom of canopy face

- 11.8.5. **Nonresidential subdivision sign standards.** All commercial subdivision identification signs, multiple business signs, freestanding signs for individual businesses, and all wall signs shall conform to the following criteria and standards and the standards of paragraph N.

<b>Criteria and Standards for Nonresidential Subdivision Signs</b>		
Criteria	Wall Signs	Freestanding Signs
Locations	Uniform vertical positions; all centered on storefront or to one side of storefront	N/A
Type	Similar style encouraged; logos allowed	
Materials	Similar style; compliment building facade materials	
Colors	Same 3 matching colors (maximum) on each sign encouraged; pattern or scheme required. Garish schemes not allowed.	
Illumination	Signs may be illuminated or not, but all illumination must be the same type and intensity of light	
Poles	N/A	One pole preferred for signs other than multi-business signs. Maximum of 2 poles per sign. Poles may not be illuminated.

#### **Section 11.9: Miscellaneous Temporary and Permanent Signs**

The following temporary and permanent signs are permitted in addition to any allowed in above, and all require a sign permit.

##### **11.9.1. Temporary signs.**

- a. Construction site identification signs, naming the project, developer, contractors and others connected with the construction, sale or lease of structures, and related information, are permitted. Not more than one such sign may be erected per site, and it may not exceed 32 square feet in area or six (6) feet in height. Permits for such signs shall be limited to eighteen (18) months, with an eighteen-month permit renewable option. Permits for such signs shall be limited to a maximum of three (3) years which includes the original permit time period provided:
  - i. such signs are not erected prior to site, Special Use approval of the project identified;
  - ii. that such permit has not expired and;
  - iii. the signs are maintained in good condition and appearance as determined by the Planning Director.

Any such sign shall be removed within ten (10) days after the issuance of the final occupancy permit or where a site, Special Use or Conditional Use permit approval has expired. A one-year permit renewal beyond the three-year maximum time period may be granted only in limited instances if the Planning Director finds conditions such as extreme financial hardships. Changes in project ownership status or similar issues are preventing the sale or completion of the project.

- b. Signs or banners advertising special events must be on private property and shall not be permitted within public rights-of-way. Permits for such banners or signs shall be limited to 30 days and no more than three times each year. Any such banner or sign shall be removed within ten days after the event was advertised, and it shall not exceed 32 square feet in area or six (6) feet in height.
- c. Signs or banners advertising the initial opening of a business establishment may be permitted on private property. Not more than one such sign or banner per site is permitted at any time; such sign or banner shall not exceed 32 square feet in area or twelve (12) feet in height, and shall meet all other requirements. Permits shall be limited to 30 days from the date of issue.
- d. Signs on private property directing the public to a subdivision or multifamily development are permitted, provided that the property owner's written permission for such use of his land accompanies the permit request, that the sign does not exceed 32 square feet in surface area and six (6) feet in height. The sign shall bear only the name of and direction to the development. Permits for such signs are limited to eighteen (18) months, with an eighteen-month permit renewable option. Permits for such signs shall be limited to a maximum of three (3) years which includes the original permit time period, provided such signs are maintained in good condition and appearance as determined by the Planning Director. Any such sign shall be removed within ten days after the issuance of the final occupancy permit or upon expiration of the sign permit. One-year permit renewals beyond the three (3) year maximum time period may be granted only in limited instances if the Planning Director finds conditions such as extreme financial hardships, changes in project ownership status or similar issues are preventing the sale or completion of the project.
- e. Signs providing direction to a U-pick farm operation or agricultural market are permitted. Any such sign shall not exceed 32 square feet in area and six (6) feet in height. Permits shall be limited to a maximum of 60 days from the date of issue and require the written permission of the property owner or his agent for such use of his land. No more than three (3) such signs per site is permitted at any time.
- f. The application for a permit under the above noted sections and the enjoyment of the rights to display signage pursuant to this section constitute an authorization by the owner of the sign that the Town may remove and destroy the sign if the owner fails to remove the sign within ten (10) days of the expiration of the last permit issued for the sign. If the sign is located on private property, the application for the permit for the sign and the enjoyment of the right to display such signage constitutes authorization for the Town to enter upon such private property to remove the sign pursuant to the above noted sections.
- g. Street banners. The Town Manager or his designee may issue a permit for the placement of a street banner in conjunction with a special event permit approved by the Town Board of Commissioners. The lowermost portion of the street banner shall not extend below fifteen (15) feet above the grade of the right-of-way. Street banners shall be limited in size to one hundred ten (110) square feet per face. The applicant shall provide proof of coordination with the owner(s) of the pole(s) to which the banner will be attached and shall accept any and all liability associated with the street banner and its means of attachment. Street banners are to be maintained in connection with an approved special event. As such, a street banner may be hung no more than fifteen (15) days prior to the event, and shall be removed no later than 72 hours following the conclusion of the event.
- h. Flag, pennant, banner or insignia of any organization, commercial property, or business used in connection with a commercial promotion, or as an advertising device as an integral part of another sign shall be limited in size to fifteen (15) square feet and a height of thirty-five (35) feet for Industrial zoning districts and twenty (20) feet in all other zoning districts, and shall require issuance of a special use permit by the Town of Board of Commissioners

- i. Unless otherwise provided, one (1) windblown “feather” sign shall be permitted per business or institution provided that it does not exceed the more restrictive of the maximum height of signage allowed in that district or 10 feet. Permits for such signs shall be subject to annual renewal. Further, the feather sign shall not interfere with any required sight distances, nor encroach into any public right-of-way. The town reserves the right to require the removal or replacement of any feather sign that should come into disrepair.
- j. Up to two (2) portable A-frame signs constructed with two (2) faces back-to-back and resting on the ground and at angle to each other not exceeding 45 degrees, commonly known as “sandwich boards,” shall be allowed per business or institution in all commercial districts provided that:
  - i.) A sandwich board must be located within eight (8) feet of a doorway or under the roof line, and shall maintain a minimum five (5) foot wide pedestrian clearance zone along the pedestrian way, or if placed along a public right-of-way, must be at least ten (10) feet away from the edge of the right-of-way while still maintaining a minimum five (5) foot pedestrian clearance zone; and
  - ii.) Sandwich boards may only be displayed during the associated business’ hours of operation; and
  - iii.) Neither face shall exceed three (3) feet in width or four (4) feet in height; and
  - iv.) The sandwich board frame shall be constructed of a non-reflective material and/or color; and
  - v.) The sandwich board(s) have been issued a valid permit from the Town. Such permits shall be subject to annual renewal; and
  - vi.) If both allowable A-frame signs are placed along the right-of-way, then a feather sign (See subsection i. above) shall not be permitted.

#### 11.9.2. Permanent signs.

##### a. Residential subdivision signs.

- i. Each individual residential subdivision or multifamily development is permitted up to two (2) freestanding monument signs to be located at the major entrance to the development not to exceed 32 square feet in area (per sign) or five (5) feet in height. The permit issuing authority may allow deviations from the dimensional requirements of this section if it finds that such deviation will maintain an appropriate appearance and will not impact public safety. The maximum deviation permissible under this section is 30 percent.
- ii. All other entrances for each distinct phase of a residential subdivision or multifamily development are permitted one freestanding monument sign having a maximum single side surface area of sixteen (16) square feet and four (4) feet in height. A single sign may be located within a median of a public right-of-way, at the major entrance to the development if such entrance is divided by a median with dimensions of minimum length of 50 feet and minimum width of ten (10) feet. A sign located in the median of a public right-of-way shall be located a minimum of ten (10) feet from the end of the median radius and shall not exceed 3.5 feet. The permit issuing authority may allow deviations from the dimensional requirements of this section if it finds that such deviation will maintain an appropriate appearance and will not impact public safety. The maximum deviation permissible under section is 30 percent.
- iii. For all entrance signs, the height limitation shall apply to the sign as well as any support devices such as but not limited to a wall, monument, fence, etc., or similar architectural features.

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- b. **Promotional signs.** Promotional signs advertising commercial business or goods are allowed on the interior surface of fences of private, public or semi-public ball fields.
  - c. **Schedule and sponsor sign.**
    - i. A schedule and sponsor sign may be erected on school property at a school ball field. The sign may be erected according to the following:
      - (a) Zero to 50 feet from road right-of-way, unlighted, maximum 50 square feet of face area;
      - (b) Fifty-one to 150 feet from road right-of-way, unlighted, maximum of 150 square feet of face area; or
      - (c) Greater than 150 feet from right-of-way, 300 square feet maximum face area.
    - ii. The sign may list a schedule of dates and locations of play, and may list sponsors, by name only. Advertisements beyond the name of the sponsor(s) is not permitted. No part of this sign shall be higher than 25 feet above grade.
  - d. **Bulletin boards.** Bulletin boards not over twelve (12) square feet in area and nine (9) feet in height for public, charitable or religious institutions and located on the same premises as the institution being served is permitted.
  - e. **Time and/or temperature signs in O&P, C, C-O, C-W, I, I-W zoning districts.** One (1) freestanding or wall time and/or temperature sign not exceeding eighteen (18) square feet in aggregate surface area is permitted on any lot in an O&P, C, C-O, C-W, I, I-W district. Such sign may be illuminated and animated to the extent necessary to display time or temperature or both, but shall not otherwise flash, blink or rotate.
  - f. **Farm product signs.** Signs advertising the sale of farm products on-site, limited to a maximum area of 24 square feet per face and height of six (6) feet, are permitted. Not more than one such sign may be erected per site.
  - g. **Community service signs.** A welcome sign, or a sign incorporating the insignias of more than one (1) civic, governmental and/or non-profit organizations may be permitted. Any such sign shall not exceed 100 square feet, nor exceed twelve (12) feet in height. Location within a right-of-way may be permitted with state and Town approval, as applicable. Such signs may be either on premise or off-premise.
  - h. **Electronic message signs.**
    - i. Upon the issuance of a special use permit by the Board of Commissioners, signs that have an electronic changeable copy message are allowed as part of a permanent freestanding monument sign. Such sign shall not be permitted to be on a wall sign. All electronic message signs must meet the following criteria:
      - (a) The square footage of the electronic message area and the primary sign area together shall not exceed the total allowable sign area for that use or zoning district;
      - (b) The electronic message sign area cannot exceed 40 percent of the total sign area;
      - (c) The electronic message sign must be physically attached to the primary sign;
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- (d) The electronic message sign area may contain up to two (2) horizontal rows of information; and
      - (e) Each row of information may not change more than twenty (20) times per hour. This restriction does not apply to signs displaying emergency information during publicly declared local, state, or national emergencies or disasters.
    - ii. Electronic message signs are not permitted to have scrolling, moving, rotating, fluttering, blinking, or flashing elements. In addition, such signs are not permitted to have any animation, video or audio elements.
    - iii. The color of any digital message text or display shall be red. No background colors are allowed.
    - iv. Electronic message signs are prohibited on off-premise signs.
    - v. Illumination of electronic signs shall be in accordance with the requirements of section 11.7.4.
    - vi. Electronic message signs that are part of multitenant signs including, but not limited to, shopping center identification signs or multiple business signs shall comply with the requirements of this section. Such signs will not be permitted until operational guidelines on how the electronic message sign will be used have been approved by the Town of Rolesville as part of a project's master sign plan.
    - vii. Violation of the electronic sign ordinance shall be punishable as follows:
      - (a) A civil penalty of \$100.00 per day of the first violation and \$500.00 per day for subsequent violations;
      - (b) Injunctive relief;
      - (c) Upon issuance of a violation notice, the electronic sign must be turned off and remain turned off until the civil penalty has been paid;
      - (d) Upon issuance of a second or subsequent violation, citation or notice, the sign permit shall be automatically terminated;
      - (e) Any illumination of the sign following permit termination shall be punishable by a fine of \$1,000.00 per day;
      - (f) The sign may not lawfully be illuminated following such termination except upon reapplication and issuance of a subsequent sign permit, and payment of all fees and fines; and
      - (g) Issuance of a subsequent sign permit following such termination and reapplication shall be consummated only after the applicant has posted a cash bond in the amount of \$2,500.00, to be available for possible future fines.
  - i. **Gasoline/Fuel Price Sales signs.** In addition to the amount of freestanding signage to which an establishment offering gasoline, diesel or other vehicular fuel sales may be entitled under this Article 11, such an establishment shall be eligible for additional sign area for the display of current price of fuel so offered, provided the following:
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- i. such additional sign area is affixed to a duly permitted freestanding sign;
- ii. the additional signage is not more than twenty (20) square feet in area and five feet in height;
- iii. such additional signage is limited to the display of current fuel prices offered on the premises;
- iv. such additional signage may employ LED illuminated text displays without issuance of a special use permit.

#### **Section 11.10: Removal or Repair of Signs**

- 11.10.1. Whenever use of a building or premises by a specific business or activity is discontinued for that business or activity for a period of 60 days, signs pertaining to that business or activity shall be immediately removed by the owner. Failure to do so shall constitute abandonment of the sign and is sufficient grounds to order the sign's removal.
- 11.10.2. Every sign and sign structure shall be maintained in good condition at all times. The Planning Director shall have the authority to order painting, repair, alteration or removal of any sign or sign structure which constitutes, by reason of inadequate maintenance, dilapidation, obsolescence, or abandonment, a public nuisance or hazard to safety, health, or public welfare. Permits for any such sign may be revoked in accordance with Section 3.4, Enforcement.
- 11.10.3. Procedures for handling violations are contained in Section 3.4, Enforcement.

#### **Section 11.11: Nonconforming Signs**

- 11.11.1 Nonconforming signs, when removed for other than normal maintenance, may not be erected again, nor may any such sign be replaced with another nonconforming sign.
- 11.11.2 All non-conforming, non-residential signs shall be discontinued or made conforming (amortized) within the time frame set forth below from the applicable date of this Article, unless specifically prohibited by state or federal law. All signs which are made non-conforming by an amendment to this Code or to the official zoning map, or extensions of the areas in which this Article is applicable shall be discontinued or made conforming (amortized) within the time frame set forth below from the applicable date of such amendment or extension, unless specifically prohibited by state or federal law.

<b>Amortization Schedule Time Frame</b>	
Temporary Sign	30 Days
Permanent On Premise Sign	12 Months

#### **Section 11.12: Master Sign Plan**

The purpose of this section is to set forth design criteria and standards for signage in particular types of development so as to produce a coordinated and complimentary graphic image that achieves consistency and harmony among signs. Shopping centers, business complexes, commercial subdivisions and mixed use residential subdivisions are required to meet the requirements of this section.

- 11.12.1. **Master sign plan required.**



- a. Master sign plans shall be required for the following types of development:
  - i. All existing and newly proposed multi-tenant complexes.
  - ii. All existing and newly proposed commercial subdivisions. Refer to sections 11.8 and 11.9. for requirements regarding dimensional and number requirements.
- b. The purpose of this plan is to detail the standards for uniformity which the development proposes to live up to, and to state the manner in which the design criteria and standards for uniform signage set forth in this section shall be met.
- c. Sign permits for individual businesses within the development (and therefore subject to the master sign plan) shall be approved by the Planning Director, following master sign plan approval.
- d. All signs within the development shall conform to the approved master sign plan on file with the Town. It shall be the responsibility of the owner of the development to ascertain that the most updated version is on file for purposes of this UDO.

**11.12.2. Master sign plan requirements.**

- a. The master sign plan is a document combining text descriptions of the physical properties of all signage and typical color graphics. The master sign plan shall provide at least the following elements:
  - i. A design review function is to be performed on behalf of the owner of the multi-tenant center. This may be achieved by designating an architect, landscape architect, or graphic designer as the official review person to which all proposed signage must be submitted by the tenants, prior to application for sign permits. Include the name, mailing address, electronic mail address, telephone and fax number for the designated review person. Written approval of the official reviewer shall be required in order to receive the individual sign permit.
  - ii. Color graphics and text description of the shopping center facade showing wall sign locations.
  - iii. Color graphics and text description of a typical wall sign, presenting the types of materials, colors, type style, minimum and maximum dimensions, and type of illumination.
  - iv. Color graphics and text description of each of the type styles and logos that comprise the chosen graphic theme or image that the shopping center is attempting to project.
  - v. Color graphics and text description of any freestanding identification or multiple business sign, indicating locations, actual materials, colors, type style, logos, dimensions, manner of attachment, and type of illumination, support walls with decorative caps.
  - vi. A map indicating the location of all proposed signs. A section addressing the procedure each tenant must follow in order to secure a sign permit from the Town Planning Department.
  - vii. A section addressing changes and updates to the master sign plan.
  - viii. A text list of the types of prohibited signs, if any.
  - ix. A statement that:

"Any change in a sign by any tenant from the approved master sign plan will cause a uniform change or will require the applicant to obtain a statement from the official review person which assesses the extent to which the variation from the plan is in keeping with the intent and goals of the plan, and the extent to which the change is acceptable to the owner."

- b. Proposed changes shall be submitted to the Planning Director, who shall determine whether they are "substantive" or "nonsubstantive" changes to the master sign plan. Non-substantive changes may be approved by the Planning Director; substantive changes require an amendment to the master sign plan submitted to the Planning Board.

#### **11.12.3. Review of master sign plans.**

- a. All master sign plans shall be complete, as determined by the Planning Department, prior to submission to the Planning Board for recommendation and to the Board of Commissioners for approval consideration. The Board of Commissioners shall have the authority to approve all master sign plans and amendments as provided for herein.
- b. One copy of the master sign plan shall be submitted to the Planning Department for staff review at the time of initial submittal.
- c. At the completion of the review period, the applicant shall be responsible for providing 13 complete copies incorporating any staff revisions.

#### **11.12.4. Amendments to approved master sign plans.**

- a. The Planning Director shall determine whether paragraph b below is applicable in any given case. All changes to an existing master plan require a formal application with all required information, as determined by the Planning Department, to enable the staff and the Planning Board to properly evaluate the requested change.
- b. Non-substantive deviations from approved master sign plans are permissible with approval from the Planning Director. A deviation is insignificant if it results in only minor changes to the master sign plan and to the overall appearance of the development (minor changes are defined as, but not limited to, sign size, letter styles, materials, etc.). Decisions shall be made on a case-by-case basis.
- c. Substantive modifications of an approved master sign plan greater in scope than what is described in paragraph b above are permissible only with the approval of the Board of Commissioners.

### **Section 11.13: Signs in Public Rights-of-Way**

Signs are prohibited within any public right-of-way except where the North Carolina Department of Transportation or the Board of Commissioners has granted, in writing, such encroachment pursuant its regular procedures for reviewing and approving encroachments within public rights-of-way.

### **Section 11.14: Off-Premises Advertising Signs**

- a. Off-premises advertising signs are permitted only with a special use permit issued by the Board of Commissioners, no off-premises advertising signs are permitted except for Digital Billboards (or Smartboards) along and facing U.S. 401 By-Pass, as set forth in

paragraph 11.14 of this section. No off-premises advertising signs shall be permitted along and facing the U.S. 401 Business right-of-way.

- b. Off-premises advertising signs shall be spaced a minimum of 5,280 feet apart, measured between signs facing the same street.
- c. Where the structural support is visible from any street, the display shall be constructed on a single steel pole.
- d. The immediate premises shall be kept free from debris or undergrowth. Appropriate landscaping shall be placed and maintained at the base of the structural support of every off premise advertising sign erected. A landscaping plan shall be considered through the special use permit process, but in no case shall the planted area be less than 50 square feet, unless restricted by the amount or size of land upon which the sign is situated that is owned or controlled by the applicant.
- e. All displays shall be maintained in a state of good repair. The backs and supporting structures of all off-premise advertising signs shall be kept painted in a neutral color to blend with the natural environment.
- f. While minor repairs, maintenance and the posting of new messages on off-premise advertising signs made nonconforming by this UDO are permitted, no changes in the size or construction of the sign shall be permitted except to make the sign comply with the requirements.
- g. Off-premises advertising signs may be placed back-to-back or in a v-type construction. Not more than one face is allowed on each side of the display.
- h. All off-premise signs must be Digital Billboards or Smartboards. Digital Billboard or Smartboard: A type of off-premise sign utilizing digital message technology, capable of changing the static message or copy on the sign electronically. A digital billboard may be internally or externally illuminated. Digital Billboards shall contain static messages only and shall not have animation, movement, or the appearance or optical illusion of movement, of any part of the sign structure. Each static message shall not include flashing, scintillating lighting or the varying of light intensity.
- i. The digital message on a Digital Billboard shall not change more than once every eight (8) seconds.
- j. Size, height and setback requirements are as follows:

<b>Standard</b>	
Maximum Surface Area	672 square feet
Minimum Setback	10 feet
Maximum Height	50 feet

<b>Section 11.15: Sign Table</b>				
<b>TYPE OF SIGN</b>	<b>DIMENSIONS</b>		<b>DISTRICT ALLOWED</b>	<b>OTHER REQUIREMENTS</b>
	<b>Maximum Area (in square feet)</b>	<b>Maximum Height (in feet)</b>		
Advertising, off-premise (billboards)	672	50	Permitted in all Commercial and Industrial zoning districts	See §11.14
Agricultural, advertising products produced on premises (Temporary Sign)	32	6	All Residential zoning districts	See §11.9.1.e
Agricultural, advertising products produced on premises (Permanent Sign)	24	6	All Residential zoning districts	See §11.9.2.f
Awning, silk-screened or sewn on front of awning	See Wall signs	See Wall signs	See Wall signs	See Wall signs
Bulletin board, church or public	12	9	All zoning districts	See §11.9.2.d
Canopy signs (may also be placed on non-raised marquees)	See Wall signs	See Wall signs	See Wall signs	See Wall signs

Construction site placards	32	6	All zoning districts	See §11.9.1.a
<b>Directional signs containing no advertising material</b>				
Traffic, safety, utility warning, public	N/A	N/A	All zoning districts	See §11.4.14
Pedestrian, public	N/A	N/A	All zoning districts	See §11.4.14
Traffic and pedestrian, private	2	2	All zoning districts	See §11.4.4
No trespassing	N/A	N/A	All zoning districts	See §11.4.12
Off-Premise Directional to churches, meeting halls, civic halls	12	4	All zoning districts	See §11.4.18
Temporary directional to garage sales and similar events in residential areas, excluding portable commercial signs	9	3	All zoning districts	See §11.4.7

Entrance or monument type signs to residential subdivisions, neighborhood, public, commercial, industrial institutional establishments	32	5	All Residential zoning districts	See §11.9.2.a
Entrance or monument type signs to public, commercial, industrial or institutional developments (up to 100,000 square feet)	100	10	All Business zoning districts	See §11.8.3
Entrance or monument type signs to public, commercial, industrial or institutional developments (more than 100,000 square feet)	120	15	All Business zoning districts	See §11.8.3
Flag, pennant, banner or insignia of any organization, commercial property, or business used in connection with a commercial promotion, or as an advertising device as an integral part of another sign	15	35 (in Industrial district) 20 (in all other districts)	All zoning districts as a Special Use	See §11.9.1.h
Flag, pennant, banner or insignia of any nation or organization of nations, state, county, city, religious, civic, or fraternal organizational or educational institution, when not used in connection with a commercial promotion, or as an advertising device or as an integral part of another sign	32	30	All Residential zoning districts	See §11.4.15

Street Banners	110		All Residential zoning districts	See §11.9.1.g
Freestanding signs (Ground signs) Residential District - Other Use	32	5	All Residential zoning districts	See §§11.6 and 11.7
Freestanding signs (Ground signs) Non-Residential <sub>1</sub>	80	12	All Business zoning districts	See §§11.6 and 11.7
Freestanding signs (Ground signs) Residential Entrance	32	8	All Residential zoning districts	See §11.9.2.a
Wall signs Residential	24	N/A	All Residential zoning districts	See §§11.6 and 11.7
Wall signs Non-Residential <sub>1</sub> (Building up to 100,000 square feet floor area)	Greater of 60 SF or 10% of frontage wall area	N/A	All Business zoning districts	See §§11.6 and 11.7
Wall signs Non-Residential <sub>1</sub> (Building over 100,000 square feet floor area)	Greater of 60 SF or 70% of frontage wall area	N/A	All Business zoning districts	See §§11.6 and 11.7
House numbers			Permitted use in all districts	See §11.4.21

Memorial signs, tablets, name of building and date of construction			Permitted use in all districts	See §11.4.17
Name of occupant or residential premises	2		Permitted use in all districts	See §11.4.12
Newspaper names on newspaper tubes			Permitted use in all districts	See §11.4.20
No vacancy signs			Permitted use in all districts	See §11.4.20
Political signs	32	8	All zoning districts	See §11.4.8
Portable signs, including any signs mounted on a vehicle or a trailer or trailer type device				See §11-3.6
Real estate signs	6	6	Permitted use in all residential districts	See §11.4.3



Real estate signs	32	6	Permitted use in O&P, C, MU, I	See §11.4.3
Religious symbols at formal places of worship	16	6	Permitted in all districts	See §11.4.16
Roof signs - see wall signs				
<b>Service station signs, automobile or truck:</b>				
Signs on rack for the orderly display of engine oil, provided such signs are no longer than the length of rack			Permitted use in all districts when accessory to a service station	See §11.4.19
Signs on pumps and/or pump islands concerning the type and price of fuel	18 per pump island or 2 per pump side			See §11.4.9
Signs on open portable tire rack provided the signs are no longer than the length of rack			Permitted use in all districts when accessory to a service station	See §11.4.19
Sign may be painted on the inside and outside front door face or the closed tire rack, but shall not be painted on the side or rear			Permitted use in all districts when accessory to a service station	See §11.4.19

One double-faced, on-premise advertising sign per street frontage showing current price of fuel, such sign shall not be within the public right-of-way	20	5	Permitted use in all districts when accessory to a service station	See §11.9.2.i
Sign or canopy over tanks will be treated as wall or roof signs			Permitted use in all districts when accessory to a service station	See §11.4.19 and §11.8.1
Temporary banners, pennants, streamers, excluding portable signs	32	12	Permitted use in O&P, C, MU, I	See §11.9.1.c
Temporary signs relating to farm auctions, agricultural production sales, annual charitable civic or fraternal events, excluding portable commercial signs	32	6	Permitted in all districts	See §11.9.1.e
Vending machine signs painted or mounted on the machine related to the products in the machine; bank machine or book depository signs which instruct the user			Permitted use in all districts	See §11.4.20
Window signs	30% of glass area			See §11.4.2

**Table Footnote**

**1 If establishment seeking sign permit is in a multi-tenant building, then the provisions of § 11.8.3 shall apply in lieu of the standards set forth in this table.**

**Amendments**

*10/04/04 entire document; 10/19/10 to §11.5 through TA10-04; 02/03/14 entire article through TA13-07; 4/21/15 §11.13 and §11.9.1 through TA14-09*